MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

BIS2014 – MANAGEMENT INFORMATION SYSTEMS
(All sections / Groups)

16 OCTOBER 2017
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages with 5 Questions only.

2. Answer all **FIVE** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answer in the Answer Booklet provided.

QUESTION 1

In the context of Management Information Systems (MIS), describe each of the following applications and evaluate their benefits.

a) Data warehousing.   (5 marks)

b) On-Line Analytical Processing (OLAP) tool.   (5 marks)

c) Customer Relationships Management (CRM) systems.   (5 marks)

d) Enterprise Resource Planning (ERP) systems.   (5 marks)

(Total 20 marks)

QUESTION 2

Customer Relationship Management (CRM) systems are a key component of the information infrastructure for many organisations.

a) Discuss FIVE (5) essential requirements of a successful CRM.

(15 marks)

b) With reference to examples you have studied or are familiar with, show how the failure or absence of ONE (1) of the essential requirements in (a) can cause significant difficulty to an organisation.

(5 marks)

(Total 20 marks)

QUESTION 3

a) Define Value Chain Model.

(5 marks)

b) Illustrate and describe THREE (3) levels of management, and explain the differing information requirements at each level.

(15 marks)

(Total 20 marks)

Continued ....

QUESTION 4

A transport and logistics company has decided that it no longer requires a Head Office and its strategic aim is to become a virtual organisation.

a) Discuss any THREE (3) Management Information Systems (MIS) technologies that could be used to create a virtual organisation.

(15 marks)

b) Describe TWO (2) possible issues or challenges that the company may encounter as a virtual organisation.

(5 marks)

(Total 20 marks)

QUESTION 5

Explain, with the aid of suitable examples, Michael Porter's Five Forces Model.

(20 marks)

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